

ABSTRACT

Disclosed is a workflow management system for creating and delivering output material. A customer record is generated to include fields specifying at least one product, customer preferences, and a selected output method to deliver generated output material on the product specified in the customer record. A job record including a status field is added to a job status table for the customer record. The added job record status is set to a first status. A selected job is processed in the job status table. A first worker is invoked if the selected job has the first status. The first worker generates output material from processing the product and customer preference fields in the customer record for the selected job. The status for the selected job in the job status table is set to a second status after generating the output material. A second worker is invoked if the selected job has the second status. The second worker determines a selected one of a plurality of delivery options from the customer record for the selected job and transmits the output material via the determined delivery option to the customer specified in the customer record.